

WXYZ

Flight Dates 10/16/12-10/22/12

Order Sep 00:20:00

Product Estimate # 1539 Week 3

Citizens for Affordable Quality Hon Alt Order # 305674 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 07/24/12 10/19/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Citizens for Affordable Qual

> 1322 G Street SE Billing Calendar BROADCAST

Washington, DC 20003 Demographic A25-54

Agency **New Media Firm** POL POL **Rev Codes**

ISS **Buying Contact**

Product Codes PL Sales Office EWSDC Sales Region NAT Priority P-1 1322 G Street SE

Agency Ref 2 Advertiser Ref Washington, DC 20003

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date **End Date**

Dave Lombardo 100%

> Order Share % Market Value Competing Station % of Order **Amount** CABLE % **UNKWN** 100% WADL % **WDIV** % **WDWB** % **WJBK** % **WKBD** % **WLPC** % **WPXD** % % **WTVS**

> > %

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots Net Amount Gross Amount \$82,386.25 \$96,925.00 October 2012 97 \$82,386.25 \$96,925.00 0.00 10/01/12 10/22/12 97

WWJ

97 \$82,386.25 0.00 Totals \$96,925.00

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WXYZ	10/16/1	2 10/22/12	430 AM News	CM	430a-5a	11111	:30	5	\$150.00 P-4	0.00 NM	5	\$750.00
			7 Action News Th	is Morni								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	- 1111	4	\$150.00	0.00						
Week: 10/2	22/12	10/28/12	1	1	\$150.00	0.00						
E 2 WXYZ	10/16/1	2 10/22/12	5am News M-F	CM	5-6am M-F	11111	:30	5	\$400.00 P-4	0.00 NM	5	\$2,000.00
			5am News M-F									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	- 1111	4	\$400.00	0.00						
Week: 10/2	22/12	10/28/12	1	1	\$400.00	0.00						
E 3 WXYZ	10/16/1	2 10/22/12	GMA M-F 7-9am	СМ	7-9am M-F	22222	:30	10	\$900.00 P-3	0.00 NM	10	\$9,000.00



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Contract / Revision

305674

Flight Dates 10/16/12-10/22/12

Hiatus Dates

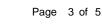
<u>Original Date / Revision</u> 07/24/12/ 10/19/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1539 Week 3

										Tota	als
Ln Ch Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
Start Date	End Date	M-F 7-9am Weekdays	Spots/Week	Rate	Rating				I		
Week: 10/15/12	10/21/12	- 2222	8	\$900.00	0.00						
Week: 10/22/12	10/28/12	2	2	\$900.00	0.00						
E 4 WXYZ 10/20/	12 10/20/12	Action News SAT Action News SAT		SAT 6-7am	S-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 5 WXYZ 10/20/	12 10/20/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate	Rating 0.00						
E 6 WXYZ 10/20/		Action News SAT	8am CM	\$350.00 SAT 8-9am	0.00	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
2 0 113(12 10/20/	,,	Action News SAT		0 / 11 0 0 0 0 111		.00	•	Ψοσσίοσι	0.00		φοσο.σσ
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 7 WXYZ 10/21/	12 10/21/12	GMA SUN 7-8am GMA SUN 7-8am		SUN 7-8am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 8 WXYZ 10/21/	12 10/21/12	Action News SUN Action News SUN		Sun 8-930am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	S	1	\$350.00	0.00			# 500.00 D.4	0.00.104	_	#0.500.00
E 9 WXYZ 10/16/	12 10/22/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	- 1111 1	4	\$500.00 \$500.00	0.00 0.00						
E 10 WXYZ 10/16/		M-F 10a-11a	CM	10-11am M-F		:30	5	\$400.00 P-4	0.00 NM	5	\$2,000.00
		M-F 10a-11a									
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate \$400.00	Rating 0.00						
Week: 10/22/12	10/28/12	1	1	\$400.00	0.00						
E 11 WXYZ 10/16/	12 10/22/12	12p Noon News 12n-1p	СМ	12-1pm M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	- 1111 1	4	\$500.00 \$500.00	0.00 0.00						
E 12 WXYZ 10/16/		M-F 4-5pm Dr. Oz	СМ	4-5pm M-F	11-1	:30	3	\$900.00 P-4	0.00 NM	3	\$2,700.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- 1- 1 1	2	\$900.00	0.00						
Week: 10/22/12 E13 WXYZ 10/16/	10/28/12		CM	\$900.00 5-6pm M-F	0.00	:30	5	\$1,000.00 P-4	0.00 NM	5	\$5,000.00
		5-6pm M-F		•		.50	J	ψ1,000.001 - 4	0.00 14101	3	ψ3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate \$1,000.00	Rating 0.00						
Week: 10/22/12	10/28/12	1		\$1,000.00	0.00						
E14 WXYZ 10/16/	12 10/22/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111	:30	5	\$1,200.00 P-4	0.00 NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						







WXYZ

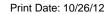
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Contract / Revision 305674 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/19/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1539 Week 3

								Tota	do.
Ln Ch Start End	Inventory Code	Break	Start/End Tim	e Days	Len Spot	s Rate Pri	Rtg Type	Tota Spots	Amount
E 14 WXYZ 10/16/12 10/22/12	6p News	CM	6-630pm M-F	11111	:30	5 \$1,200.00 P-4			\$6,000.00
05	6-630pm M-F		<u> </u>	-					
Start Date End Date Week: 10/15/12 10/21/12	<u>Weekdays</u> - 1111	Spots/Week	Rate 5	Rating 0.00					
Week: 10/13/12 10/28/12 Week: 10/22/12 10/28/12	1		\$1,200.00	0.00					
E 15 WXYZ 10/16/12 10/22/12	? 7p News M-F 7-730p	СМ	7-730pm M-F	11111	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
Start Date End Date		Spots/Week		Rating					
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	- 1111 1		\$1,200.00 \$1,200.00	0.00 0.00					
E 16 WXYZ 10/20/12 10/20/12			7-8pm Sat	S-	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
	Sat 7-8pm		•			, ,			, ,
Start Date End Date	<u>Weekdays</u> S-	Spots/Week		Rating					
Week: 10/15/12 10/21/12 Spot Ch Date Range	Description		\$1,000.00 t/End Time	0.00 W	eekdays l	Length Rate	Rtg Type		
1 WXYZ 10/15/12-10/21/12			m Sat		· Sa	:30 (\$1,000.00)			
See MG 16.2 [inv code is EARLY NE	M/S SA 7nm1								
2 NXYZ 10/20/12-10/20/12		Foll Sport:7pm	Sat	= =	Sa	:30 \$1,000.00	0.00 NM		
MG for 16.1 10/20	, , ,								
E 17 WXYZ 10/21/12 10/21/12	Early News Su Su 6-630p	СМ	6-630pm Sun	S	:30	1 \$750.00 P-4	0.00 NM	1	\$750.00
Start Date End Date	Weekdays	Spots/Week	Rate F	Rating					
Week: 10/15/12 10/21/12	S	1	\$750.00	0.00				_	
E18 WXYZ 10/17/12 10/19/12	 Access M-F 730- M-F 730-8pm 	8pm CM	730-8pm M-F	1-1	:30	2 \$1,800.00 P-4	0.00 NM	2	\$3,600.00
Start Date End Date Week: 10/15/12 10/21/12	<u>Weekdays</u> 1- 1	Spots/Week 2	Rate 5 \$1,800.00	Rating 0.00					
E 19 WXYZ 10/16/12 10/22/12			11-1135pm M-	Sun 11-1-1-	:30	4 \$2,000.00 P-4	0.00 NM	4	\$8,000.00
Start Data - End Data	11pm Action Nev	•	Doto I	Doting					
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	<u>Weekdays</u> - 1- 1- 1-	Spots/Week 3	Rate 5	Rating 0.00					
_	<u>Description</u>	Star	t/End Time	_			Rtg Type		
3 WXYZ 10/15/12-10/21/12 See MG 19.5	Late News M-Su	11-1	135pm M-Su	- [Γ- Th- Sa	:30 (\$2,000.00)	0.00 NM		
[news is at 1130pm due	e to college football]								
5 NXYZ 10/20/12-10/20/12	-		135pm M-Su(11:	30 PM-12:0C	Sa	:30 \$2,000.00	0.00 NM		
MG for 19.3 10/20 [Sports Late-Run]									
Week: 10/22/12 10/28/12	1		\$2,000.00	0.00	(Lulau	Leventh Dete	D		
Spot Ch Date Range 4 WXYZ 10/22/12-10/28/12	Description Late News M-Su		t/End Time 135pm M-Su	<u>vv</u> M-	<u>eekdays</u> <u>l</u>	Length Rate :30(\$2,000.00)	Rtg Type 0.00 NM		
See MG 19.6						101(4=,00000)			
[news is at 11:30pm on	•								
6 NXYZ 10/22/12-10/22/12	_ate News M-Su	11-1	135pm M-Su(11:	30 PM-12:0(M-		:30 \$2,000.00	0.00 NM		
[Program Late-Run]									
E 20 WXYZ 10/16/12 10/22/12		a CM	1135pm-1205a	ım N11111	:30	5 \$750.00 P-4	0.00 NM	5	\$3,750.00
Otani Dele Erel Dele	Nightline	On ata MAL : 1	D	Datin					
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate <u>F</u> \$750.00	Rating 0.00					
Week: 10/22/12 10/28/12	1	1	\$750.00	0.00					







Contract / Revision

305674 Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/19/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1539 Week 3

In Ch. Stort	End	Inventory Code	Drook	Stort/End	Time Dave	lan (Casta	Doto Dri	Dta Tuno	Tot	
Ln Ch Start E21 WXYZ 10/16/		Inventory Code M-F 1205a-105a	СМ		Гіте Days 5am M-11111	Len :	5 5	\$250.00 P-4	Rtg Type 0.00 NM	Spois 5	\$1,250.00
Otani Data	E. J.D.	Jimmy Kimmel Li		Data	Detien						
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate \$250.00	Rating 0.00						
Week: 10/22/12	10/28/12	1	1	\$250.00	0.00						
E 22 WXYZ 10/16/	12 10/22/12	M-F 106a-206a M-F 106a-206a	СМ	106am-206	am 11111	:30	5	\$150.00 P-4	0.00 NM	5	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	- 1111 1	4	\$150.00 \$150.00	0.00 0.00						
E 23 WXYZ 10/20/		SA 1130p-1230a SA Greys	СМ		30am	S- :30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 24 WXYZ 10/21/	12 10/21/12	Sports Update 11 SU 1130p-12a	130-12n © M	1130pm-12	am	- S :30	1	\$550.00 P-4	0.00 NM	1	\$550.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$550.00	Rating 0.00						
E 25 WXYZ 10/22/		MO 8-10pm Dano	-	8-10p	M	:30	15	\$10,000.00 P-3	0.00 NM	1	\$16,000.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$10,000.00	Rating						
Spot Ch Date R		escription		End Time	0.00	Weekday	s Le	ngth Rate	Rtg Type		
		10 8-10pm Dancin	g 8-10	p		M		:30 ;10,000.00)			
See MG 25 [Lions Foot											
•	-	etroit Lions Footba	all 830-	1130p		M		:30\$16,000.00	0.00 NM		
MG for 26.	1,25.1			,							
E 26 WXYZ 10/16/	12 10/16/12	Tuesday Prime C Private Practice	CM	10-11pm Tu	uesday - T	:30	1	\$5,000.00 P-3	0.00 NM	0	\$0.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$5,000.00	Rating 0.00						
Spot Ch Date R	ange D	escription	<u>Star</u>	End Time		Weekday		<u> </u>	Rtg Type		
1 WXYZ 10/15/1 See MG 25		uesday Prime C	10-1	1pm Tuesda)	- T		:30 (\$5,000.00)	0.00 <i>NM</i>		
	o.∠ hange - Politi	cal Debates]									
E 27 WXYZ 10/18/			A CM	8-9pm Thur	sdayT-	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	Rate \$4,000.00	Rating 0.00						
E 28 WXYZ 10/19/			СМ	8-9pm Frida		· :30	1	\$2,000.00 P-4	0.00 NM	1	\$2,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$2,000.00	Rating 0.00						
E 29 WXYZ 10/20/		ABC Saturday Ni ABC's Saturday I	ght Foo@M		30pm	S- :30	1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week	Rate \$3,000.00	Rating 0.00						
E 30 WXYZ 10/21/			СМ	7-8pm Sun		- S :30	1	\$3,000.00 P-4	0.00 NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12	10/21/12	3	1	\$3,000.00	0.00						

WXYZ

Print Date: 10/26/12

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Contract / Revision 305674 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/19/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1539 Week 3

								Tota	als
Ln Ch Start En	d Inventory Code	Break	Start/End Ti	ime Days	Len Spot	ts Rate Pri	Rtg Type		Amount
N31 WXYZ 10/21/12 10/2	21/12 Action News SUN Action News SUI		SUN 6-7am	S	:30	1 \$250.00 P-4	0.00 NM	1	\$250.00
<u>Start Date</u> <u>End I</u> Week: 10/15/12 10/21		Spots/Week 1	Rate \$250.00	Rating 0.00					
N32 WXYZ 10/16/12 10/2	22/12 M-F 11a-12n M-F 11a-12n	СМ	11am-12pm	M-F 11111	:30	5 \$750.00 P-4	0.00 NM	5	\$3,750.00
Start Date End I Week: 10/15/12 10/2* Week: 10/22/12 10/28	1/12 - 1111	Spots/Week 4 1	Rate \$750.00 \$750.00	Rating 0.00 0.00					
N33 WXYZ 10/20/12 10/2	20/12 SA 1a-2a SA Unit	СМ	1am-2am	S-	:30	1 \$175.00 P-3	0.00 NM	1	\$175.00
<u>Start Date</u> <u>End I</u> Week: 10/15/12 10/21	1/12S-	Spots/Week 1	Rate \$175.00	Rating 0.00					
Spot Ch Date Range 1 WXYZ 10/15/12-10/2	<u>Description</u> 1/12 SA 1a-2a		/End Time -2am	<u>W</u>	<u>'eekdays</u> Sa	Length Rate :30 (\$175.00)	Rtg Type 0.00 NM		
See MG 33.2 [not a valid inv cod	•				_				
2 NXYZ 10/15/12-10/2' MG for 33.1 10/20 [Program Late-Rui		1230)am-130am		Sa	:30 \$175.00	0.00 NM		
N34 WXYZ 10/21/12 10/2	<u>. </u>	СМ	12am-1am	S	:30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Start Date End I Week: 10/15/12 10/21		Spots/Week 1	Rate \$250.00	Rating 0.00					
N35 WXYZ 10/17/12 10/	17/12 Wednesday Prim Middle/Suburgate		8-9pm Wedn	esday W	:30	1 \$4,500.00 P-3	0.00 NM	1	\$4,500.00
<u>Start Date</u> <u>End I</u> Week: 10/15/12 10/2 ²		Spots/Week 1	Rate \$4,500.00	Rating 0.00					
							Totala	07 0	06 025 00

Totals 97 \$96,925.00